



The county's employment centers are existing concentrations of industrial and office development.

EMPLOYMENT CENTERS

INTRODUCTION

The county's employment centers are land management areas that designate existing concentrations of industrial and commercial development, apart from those in the two growth areas (Map 5). These areas include:

Southwest

UMBC Technology Center and UMBC Research Park

Woodlawn-Security

Southwest Industrial Corridor

Central

Hunt Valley/Timonium

Loveton Business Center

Towson/Loch Raven Employment Areas



Southeast

Philadelphia-Pulaski

White Marsh

North Point

Middle River

The employment centers are areas of diverse economic activity, including traditional heavy manufacturing companies, high technology research parks, corporate headquarters, offices, and warehouse/distribution centers. Employers in these areas provide the majority of job opportunities offering family-supporting wages for the county's residents, as well as important contributions to the county's tax revenues.

Most of the employment areas adjoin established residential communities. Because the continued desirability of these communities as places to live is a key factor in Baltimore County's ability to attract new residents and employers, it is imperative that the development and redevelopment of county employment centers contribute to the stability of surrounding communities.

The Department of Economic Development has developed area-specific economic development strategies for three major sections of the county: The *Eastern Baltimore County Revitalization Strategy*, adopted by the County Council in July 1996; the *Southwestern Baltimore County Revitalization Strategy*, adopted by the County Council in December 1997; and a master plan for the Hunt Valley/Timonium area, adopted by the County Council in October 1998. Developing these plans provided an opportunity for the Department of Economic Development to work with other county agencies, the private sector, and community organizations to address broader community issues that affect, and are affected by, business. These plans are incorporated as elements of *Master Plan 2010*.

It is imperative that the development and redevelopment of county employment centers contribute to the stability of surrounding communities.

POLICIES

- Direct land planning efforts to support appropriate development within employment centers, recognizing that a strong economic and industrial



base is needed to provide revenue, job opportunities, and sustainable communities.

- Work to ensure that the development and redevelopment of the county's employment centers contributes to the stability of surrounding communities.

ISSUES AND ACTIONS

Many of the issues affecting the employment centers are discussed in detail in the economic development, growth areas, and Towson Urban Area sections. In addition to the business development and retention measures, directing land development in employment centers will involve careful attention to zoning, including preserving industrially zoned land for future growth in employment; limiting auxiliary retail development within employment centers; maximizing the use of the transportation infrastructure to facilitate the movement of goods and employees; and protecting adjoining residential areas from negative impacts that may be generated by an employment area, such as noise or traffic congestion. Given these cross-cutting issues, the following specific actions are recommended for each employment center.

EMPLOYMENT CENTER ACTIONS

SOUTHWEST

Woodlawn-Security Employment Center

1. Use the PUD-C tool to allow selective, warehouse or outlet-type retail redevelopment on properties meeting specific criteria.
2. Support the new Security/Woodlawn Business Association's efforts to strengthen the area as a business location.
3. Target Windsor Corporate Park and Southwest Industrial Area as potential locations for manufacturing spin-offs from the UMBC Research Park and UMBC Technology Center.

Institutional Center

1. Support the successful development of the UMBC Research Park and UMBC Technology Center.
2. Support the diversification of Spring Grove Hospital into clinical and biomedical research and development that complements the core mission of the Hospital and reinforces the economic viability and local employment opportunities of the Center.
3. Continue the county's efforts to foster technology-based research and business in the Southwest.

The county will work to ensure that the development and redevelopment of the county's employment centers contribute to the stability of surrounding communities.

4. Through institutional master plans, regional organizations and marketing efforts, establish the identity of the Institutional Center as a center for economic development, education, culture, and human services.
5. Pursue targeted infrastructure improvements necessary to realize the Southwest area's potential.
6. Target Windsor Corporate Park as a potential location for manufacturing spin-offs from the UMBC Research Park and UMBC Technology Center.
7. Strengthen relationships between institutions and surrounding residential communities.



Southwest Industrial Corridor

1. Designate the Corridor as an Enterprise Zone.
2. Explore ways to use EPA Brownfields grant funds to return to active use commercial and industrial properties hampered by real or perceived contamination.
3. Work to overcome obstacles to reusing older buildings.
4. Encourage the redevelopment of key opportunity sites including G. Heileman Brewery, Eichelman Brothers and the Waste Management site.
5. Improve infrastructure in the vicinity of Pistoria Road/Knecht Avenue.

CENTRAL

Hunt Valley/Timonium

1. Implement Hunt Valley/Timonium Master Plan.
2. Apply new design guidelines contained in the county's Comprehensive Manual of Development Policies to help maintain status as a major corporate economic development area.

SOUTHEAST

North Point Employment Center

1. Continue to explore viable development options for Sparrows Point Industrial Park.
2. Designate the North Point Corridor Enterprise Zone as an Employment Center.
3. Inventory North Point Boulevard Corridor.
4. Improve the physical appearance of North Point Boulevard (\$1 million in state and county funds have been secured to carry out a physical improvement project between Wise Avenue and I-695 in Sparrows Point).



The county will continue to apply design guidelines to new development, such as those contained in the Hunt Valley/Timonium Master Plan.



Philadelphia-Pulaski Employment Center

1. Extend critical infrastructure.
2. Implement the Philadelphia Road Corridor overlay district.
3. Develop transportation services between employment centers and potential employees.
4. Promote the use of the PUD-C process.

White Marsh Employment Center

1. Update and reaffirm the industrial land use policies of the Perry Hall-White Marsh Plan.
2. Complete planned infrastructure improvements, including the extension of Campbell Boulevard from Philadelphia Road (MD 7) to Pulaski Highway (US 40).
3. Recommend the extension of White Marsh Boulevard (MD 43) to Eastern Avenue (MD 150).

Middle River Employment Center

1. Extend White Marsh Boulevard (MD 43) to Eastern Avenue (MD 150).
2. Develop a mixed-use waterfront destination (see “Waterfront” section).